



National Educational Television and Radio Center

NEWS

Winter, 1962

When Will All States Get Benefits of ETV? Bill Now in Congress Holds Key to Answer

Air Date Nears For N. Y. Affiliate

Educational television on Channel 13 in New York will begin in the next few months.

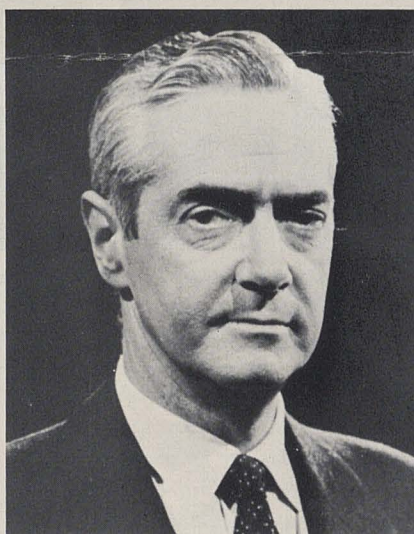
This seemed a certainty after the title to station WNTA-TV was sold on Dec. 22 by National Telefilm Associates, Inc. to Educational Television for the Metropolitan Area, Inc. E.T.M.A. represents a citizens' group that has been seeking to purchase the station since February, 1961.

Dr. Samuel B. Gould, chancellor of the University of California at Santa Barbara and chairman of the board of the Broadcasting Foundation of America (the International Division of N.E.T.R.C.) was named president of E.T.M.A. He will assume his duties July 1.

After one of the stormiest controversies yet raised about transfer of a television license, the use of Ch. 13 for educational purposes was virtually assured when Governor Robert B. Meyner of New Jersey and E.T.M.A. reached an eleventh hour agreement.

Governor Meyner withdrew pending litigation before the United States Supreme Court and the Court of Appeals after E.T.M.A. agreed to include more programming concerning New Jersey in its daily schedule. The governor claimed from the beginning that the sale would deprive his state of its only V.H.F. channel while E.T.M.A. contended that the station would program for New Jersey and Connecticut as well as New York.

At many times during the negotiations, events occurred which caused
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HOWARD K. SMITH ON N.E.T. SERIES

As his first assignment after leaving his position as chief Washington correspondent of C.B.S. News, Howard K. Smith agreed to act as commentator for a series of programs on foreign affairs, "Great Decisions — 1962," which will be seen on N.E.T. stations beginning in February.

The eight half-hour programs will use Mr. Smith's commentary and dramatized vignettes to stimulate discussion of the topics selected by the Foreign Policy Association — World Affairs Center for its eighth annual "Great Decisions" program.

Shortly before going before the cameras of Filmex, Inc. of New York, producers of the program for N.E.T., Mr. Smith was asked why he chose to work in this series. "I think the Foreign Policy Association performs an important role and I have long been interested in educational televi-
(Continued on page 4)

The 87th Congress has before it legislation which is crucial to the development of educational television.

A bill providing for Federal assistance to construct new ETV stations (introduced by Senator Magnuson of Washington) has been passed by the Senate. Another ETV bill, H.R.132, introduced by Representative Roberts of Alabama, is awaiting action by the House Rules Committee. If approved by the Rules Committee it will be placed on the agenda of the House of Representatives for debate and vote.

Few bills in recent legislative history have been the subject of such extensive hearings in both Senate and House Commerce Committees. Literally hundreds of oral and written statements have been submitted by individuals representing local and national business, labor, educational, cultural and civic organizations. Virtually all testimony has been in support of the legislation.

Survey of Potential

The bill passed by the Senate provides for \$1 million for each state and the District of Columbia for the construction of new ETV facilities. The House bill proposes \$10,000 for each state so that a survey of ETV potential can be made, and \$25 million for the construction and improvement of ETV stations, with grants not to exceed \$1 million to any state. The House version proposes that grants for the survey, improvement and construction be made on a one-for-one matching basis with credit given for up to 25% of what has thus far been expended in capital construction costs. Congressional supporters are confident that if
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HOW YOU CAN HELP ETV--(see page 5)

N.E.T. Series to Spur Interest in Science

To care for the nation's steadily increasing interest in science, N.E.T.'s 1962-63 broadcast schedule will include more science programs than ever before.

Business firms and organizations interested in science are underwriting many of the new N.E.T. programs because they realize that showing the programs on the fifty-eight station non-commercial network can do much to stimulate interest in science among young and old viewers.

One Night Each Week

Charles Vaughan, executive producer of science programs for N.E.T., reports that the interest in science programming is so great that beginning next fall one night each week may be set aside for national telecast of one or more outstanding science series.

The American Medical Association is underwriting a two-program series called "You and Your Doctor." The series will assist national audiences in improving selection of medical care and in creating more effective relationships between layman and doctor.

"Exploring the Universe," being produced with a grant from the National Science Foundation, will be an absorbing visual effort to show viewers that science can and should be discussed since it affects the nation's daily life. The series emphasizes that greater discussion of science is not only possible but highly desirable.

The program will afford absorbing television for both the science student and the layman who is ordinarily frightened by the intricacies of science. The new series will range from one



ALEXANDER SCOURBY, noted actor and narrator, is host for the N.E.T. series "You and Your Doctor," produced by Advantage Enterprises, Inc. at the studios of WHYY-TV, the Philadelphia educational station.

considering archeological research now being done in America to others examining the nature of automation, the peaceful uses of atomic energy, and the U.S. space program.

The peaceful uses of atomic energy will be the subject of eleven half-hour programs produced at the Argonne National Laboratories in Chicago. Using the various laboratories there, the series will deal in detail with such topics as the effects of radiation on the human system, how isotopic tracers aid medical research, and how chromatography aids basic research for the analytical chemist.

The host for the series will be Norman Ross, winner of two Emmys as best male performer on Chicago

television.

"The Computer and the Mind of Man" is being underwritten by International Business Machines. This series of eight programs will analyze the nature, applications, and implications of the modern computer. Dr. Richard Hamming of the Bell Telephone Laboratories will host the series, which is being produced by station KQED in San Francisco.

American Cyanamid has underwritten a pilot script for a unique series which will show what is at the frontier of the various sciences, acquaint the public with the nature of science and scientists, and demonstrate the value of various scientific activities from basic research to engineering and technology.

A six-program series entitled "Salvage Archeology," will concentrate on the current national program of archeological salvage in reservoir areas and familiarize audiences with the scientific methods and purposes of archeology. The series is being produced by the University of Texas.

Other series, including considerations of chemistry, space communications, radiation, air safety, and pharmacy, are planned.

Dr. Glenn T. Seaborg, chairman of the Atomic Energy Commission and a member of the N.E.T.R.C. Board of Directors, said on a recent television interview, "There simply must be a greater degree of scientific literacy among the general public. The problems that are posed by science enter into the political framework, into the whole society in many ways. Our economic future has become geared to science."

"I feel that the entire population in a democracy, if a democracy is going to survive, has to learn more about science — even some of the fundamental principles of science," Dr. Seaborg said.

He said that educational television would be an important means of increasing knowledge of science.

The comment was made on "College News Conference," which is produced for N.E.T.

INSIDE CHANNELS

STATIONS IN ACTION

"Speaking for Myself" is a series of oral essays by Andries Dienum, consultant in humanities at the Portland Center, seen on KOAP-TV. The former Hollywood film maker says the series is dedicated to making television more of a two-way medium, by stimulating the viewer to speak for himself. He reports discouragement because in all the mail he has received so far, no one disagrees with him.

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Puerto Rican Governor Luis Munoz Marin was interviewed on WTHS-TV in Miami. The first thirty minutes of the press conference were conducted in English and the second half hour in Spanish.

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On KQED in San Francisco, children dressed in authentic costumes took part in a globe-trotting expedition of song to honor religious and national observances from many lands, including Sweden, the Netherlands, and Mexico. Under the guidance of folk-singer and guitarist Laura Weber, the program appeared the first three Monday afternoons in December.

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KRON-TV, the N.B.C. affiliate in San Francisco has agreed to make up-to-the-minute news footage available to KQED for its instructional program on current events, "Exploring the News." The program, beamed Wednesday morning and Wednesday afternoon to the classrooms of 123 Bay Area school districts with 144,000 students, will now contain excerpts from the "Huntley-Brinkley Report" as well as other N.B.C. News programs.

* * *

The ideology and policies of communism were explained to 75,000 high school students in New England through five half-hour programs on WGBH-TV. The courses, covering the evolution of communist ideology, Soviet foreign policy, Titoism, and Chinese communism, were conducted by the chairman of the division of

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FAMILY FACTS

J. Michael Collins of WNED-TV in Buffalo has moved from promotion manager to director of development. At the same station, Anthony Cherubini, formerly with the Metropolitan Life Insurance Co. in New York City, has been named director of instructional broadcasting; Anthony Buttino has been named production manager; Donald J. Robert and Louis J. Presti join the staff as producers; Kenneth Krall is a new copy writer in the promotion department.

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Edward Morris, development director of WTTW, was honored by the Publicity Club of Chicago with one of its ten annual awards for outstanding publicity campaigns.

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Joseph D. Lohman, who appeared in the N.E.T. series "Searchlight on Delinquency" while sheriff of Cook County in Chicago, is now dean of the School of Criminology, University of California, Berkeley. The former dean, the late Dr. Douglas M. Kelley, frequently appeared on KQED in San Francisco.

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Dick Teneau, producer-director at KETC has exhibited his paintings at the St. Louis Art Museum.

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Jack Delano, former assistant program manager at WIPR-TV, has been named general manager of WIPR-TV and WIPM-TV in Puerto Rico.

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Lester Mock is the new program director at KOAC-TV in Corvallis, Ore.

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At WMSB-TV in East Lansing, Robert Downey has moved from news director to director of public affairs programming. Jim Adams, former member of the sports department has been named news director.

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John Q. Adams, Jr., former program director of the four-station Concert Network, is now with the programming and production depart-

INTERTEL PLANS MORE PROGRAMS

Plans to expand the extremely successful Intertel project to produce and exchange documentaries were formulated at a December meeting among representatives of the five broadcasting organizations from four countries.

Intertel is a corporate non-profit organization, founded more than one year ago to use television to advance understanding of world problems. Its members are Associated-Rediffusion, Ltd. of Great Britain; the Canadian Broadcasting Corporation, the Australian Broadcasting Commission; and in this country, the Westinghouse Broadcasting Company and N.E.T.R.C.

Three one-hour documentaries produced by this organization have already been seen and acclaimed in this country.

At the recent meeting, production arrangements were completed for a total of twenty-four documentaries on nations in transition to be seen through 1964. Plans also were announced for production of four one-hour interviews with leaders in international affairs.

John McMillan, Controller of Programmes for Associated-Rediffusion, Ltd., announced that the three programs already distributed have reached a total audience of 42 million viewers.

ment of the Broadcasting Foundation of America (the International Division of N.E.T.R.C.)

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Rex L. Campbell is the new associate program manager at KUED in Salt Lake City.

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Paul Kaufman is script supervisor for "Great Decisions—1962." He is also studying for a doctorate in public law at Columbia University.

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Boris Holtzman has been named researcher for the N.E.T.-Westinghouse Intertel productions. Mr. Holtzman formerly was on the staff of Intertel producer Michael Sklar, when Mr. Sklar was with C.B.S.

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Harry Atwood, film supervisor of
(Continued on page 8)

Texas Governor Proclaims 'ETV Week;' Third Affiliate in State to Begin Broadcasts

The many services provided by educational television to Texas will be commemorated during the week of February 5 to 10, which Governor Price Daniel has declared Educational Television Week.

The week will be used to focus attention on the newest of the three N.E.T. affiliates, KLRN, Ch. 9 in the San Antonio-Austin area, which is expected to be on the air in the spring. It will join KUHT in Houston and KERA-TV in Dallas.

The station, licensed to the Southwest Texas Educational Television Council, is under construction. Programming committees have been meeting and are putting the finishing touches on a master program log, which is expected to include series on fine arts, college courses for credit, public affairs, child and family problems, and vocational education.

Auditioning of teachers to conduct the televised lesson portions of instructional programs for elementary and secondary school classes is almost completed. At least twenty-six school systems have signed up to support the instructional programs.

Although not yet on the air, KLRN already has received a grant from N.E.T.R.C. to prepare a film on the life of the late Speaker of the House, Sam Rayburn.

CONGRESS

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the House measure is approved, a satisfactory compromise can be found between the Senate and House proposals.

Before approving the ETV legislation and sending it to the Rules Committee, the House Commerce Committee took a poll of the Governors of all the states and found that they were overwhelmingly in favor of the measure. Formal support has likewise come from President Kennedy, the Chairman of the FCC and the Secretary of Health, Education and Welfare.

Demand for the services provided by KERA-TV, which has been broadcasting on Ch. 13 in Dallas less than eighteen months, has grown so rapidly that the station now is on the air five days a week from 9:30 a.m. to 10 p.m. The station broadcasts lesson portions to the Dallas Independent School District and one of the most popular lesson portions, a science program, is seen by 40,000 students each week.

Civic Zoning Discussion

In addition to bringing N.E.T. programs to residents of Dallas and most of Fort Worth, the station also presents professors from Southern Methodist University, Arlington State College, and the University of Dallas.

One of the most recent programs was a discussion by Dallas Mayor Earle Cabell and a panel of experts of plans for new civic zoning. The program contained films showing how

other cities are meeting zoning problems.

KUHT, Ch. 8 in Houston, was the nation's first educational station. It began broadcasts in 1953. Its schedule includes courses from the University of Houston, lesson portions for the Houston Public Schools and N.E.T. programs.

Its telecasts of the Houston School Board meetings have brought it national fame and one of its weekly series, "Arts in Houston," is entering its fifth highly successful year. The program presents visiting symphony conductors, producers and directors of local theaters, performances by members of the Houston Grand Opera Association, and one-man shows of local painters and sculptors. Dr. William Lee Pryor, assistant professor of English at the University of Houston, is host.

HOWARD K. SMITH

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sion because I believe that the nation that wins the Cold War will be the best educated nation," he replied. He continued, "While with C.B.S., I worked on a documentary, 'The Influential Americans,' which dealt with the great technical advances being made in education. It strengthened my feeling that educational television has a vital role to play in this country's future. The numbers of people needing education are growing so rapidly that educational television must be used to its full capacity."

Regrets End of Commentary

Asked why he left C.B.S. News, Mr. Smith said, "We had a long debate over many months about how to interpret news on television and radio, and in the end we found we simply could not agree."

Mr. Smith expressed regrets at the end of the "golden age" of commentary on radio. "Do you remember when, for an hour on either side of seven o'clock there were news analysts

reflecting all shades of opinion who stimulated people to think? Today television and radio, with few exceptions, provide little more than disjointed bulletins. The timidity in broadcasting has become fierce."

What about the increase in documentaries on television?

"Yes, there are more, and that is a good thing. But they seem to me to be tending to get vaguer about their message. They leave a series of impressions, but it is sometimes hard at the end to tell what they were trying to say to the viewers and listeners."

Did Smith feel justified in criticizing television, when more stations were for the first time broadcasting editorials?

"The editorials are all too seldom about the important and really controversial issues of the time. Even in newspapers they tend to be stodgy and rarely stimulate thought. What I regret is the passing of analysis from television and radio—the kind of thing columnists provide in newspapers, — commentary to make people think and to challenge established views."

LIGHT, HEAT, AND ETV . . .

"With our knowledge of the need and the promise, it is shocking that we in America — the richest country in the world — have been spending our time, not in debating how we should expand educational television — but whether it should be expanded at all.

"The time for debate is over. Educational television should not continue going hat in hand, begging for help. There must be an aggressive and militant campaign to put educational television on its feet financially — and every other way.

"Let me tell you a story. There was a United States Senator some years ago who took the leadership in the Senate debates in opposition to a bill which was defeated by one vote. The very next day, he appeared in the Senate and upon being given the floor, the Senator moved that the bill be reconsidered, and announced that he had changed his mind and now supported the legislation. His opponent of the day before congratulated him and asked him: 'Joe, have you seen the light?' He replied: 'No, but I felt the heat!'

"Ladies and gentlemen, it is about time you put on the heat! Believe me, your opponents know how to fight, how to organize, how to persuade, how to argue, how to lobby. I do not criticize them for it, and neither should you, for this is the democratic process. But you must immerse yourself and your associates at home in this process with a vigor to match your dedication, and with a skill worthy of your noble cause. You must turn on the heat, so that others may see the light.

"An excellent starting point is the bill Senator Warren Magnuson has been sponsoring and which passed the Senate at the last session . . .

". . . The companion bill in the house, the Roberts bill is pending before the Rules Committee, although in modified and limited form. You must take the lead in assuring its passage in 1962."

This ringing expression of faith in the importance of educational television and call for support of legislation to expand it does not come from the manager of an educational television station or anyone connected with an ETV organization.

It is an excerpt from the address to the National Association of Educational Broadcasters made in October by the Chairman of the F.C.C., Newton Minow.

It's no secret that educational television suffers from a lack of funds. Knowing this, all of us interested in most effectively harnessing the awesome power of television to the staggering job of educating the coming generations of students would do well to take notes during Mr. Minow's seminar in basic civics.

He points out:

—We are blessed with a government designed to respond to the will of the people.

—Legislation has been introduced into the process of government that would enable educational television to show what it can do when not hampered by a critical shortage of funds in any activity it undertakes.

—Your Congressman's mail contains thousands of requests that he vote for this or that bill. Most of the legislation requires the spending of federal funds, and of course he can't vote for them all. Generally he is guided by what the people in his district want. If he receives just a handful of letters asking him to vote for H.R. 132, chances are he will vote for something else instead — something

he thinks is wanted by more of the people in his district.

Let Mr. Minow's reminder that ink oils the machinery of American government move each of us to action in four ways:

1. Send your congressman a postcard or letter telling him you want him to vote for H.R. 132. Address it c/o The House of Representatives, Washington, D. C. If you don't know your Congressman's name, call the local office of the League of Women Voters, your library, or newspaper. Give him as much detail as you can as to why he should vote as you request. We in ETV know of the educational opportunities brought to people of all ages through ETV; we take its benefits for granted. Your Congressman may be just vaguely aware of them.

2. If your P.T.A., church group, civic group, or professional organization has a newsletter, get it to print news about the legislation. If possible, also get the group to pass a resolution in support of H.R. 132 and forward a copy of the resolution to your Congressman.

3. In your daily contacts with persons interested in education or community affairs, be prepared to tell them about the benefits, to be gained by passage of H.R. 132, and urge them to write to their Congressmen.

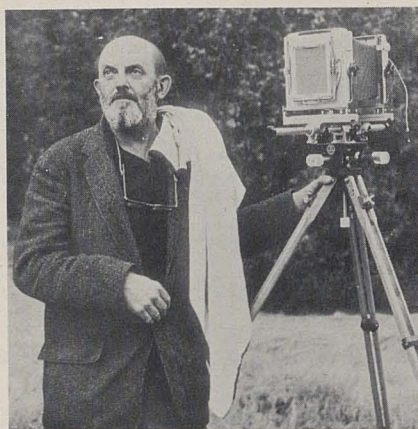
4. Send us the names of community leaders who are not well informed about ETV. We will send them copies of "N.E.T. News" along with a booklet prepared by the Joint Council on Educational Broadcasting, which gives more background on H.R. 132.

N.E.T.'S YEAR IN REVIEW

January

The Ford Foundation grants N.E.T.R.C. \$1,882,000 to equip with tape recorders the next twenty-five educational stations to take the air. Grant also adds four machines to N.E.T.R.C. duplicating center, making it largest operation of its kind in world.

Minnesota Mining & Manufacturing donates \$250,000 worth of tape to be used by twenty-five newest affiliates.



"Photography—the Incisive Art," produced by KQED and featuring Ansel Adams, begins on N.E.T. network. "A triumph of television artistry . . . it could hardly be improved." —"Variety."



"Casals Master Class" begins on N.E.T. network. "Never in the history of TV music appreciation has there been a comparable series." — "The San Francisco Examiner;" "The films break new ground in documentary production and are certain to create excitement on the air, in the schools, at the festivals, and throughout Europe." — "Variety," Robert J. Landry.

Jim Robertson, director of station relations, named to newly created position of vice-president for network affairs.

"Briefing Session," weekly series on current affairs underwritten by A.F.L.-C.I.O. and N.E.T., begins on network. President of A.F.L.-C.I.O. George Meany says "We are convinced 'Briefing Session' can contribute greatly to public understanding of the issues of the day and stimulate interest in their solution."

Film prints of President's news conferences made available to affiliates for broadcast on next day.

February

KOAP-TV, Ch. 10 in Portland, Ore., and KAET, Ch. 8 in Phoenix, begin broadcasts, making National Educational Television a 50-station network.

Department of Utilization set up under grant from Fund for Adult Education to work with N.E.T. affiliates and adult education groups in their cities to develop network programs for use in systematic study and discussion programs.



"The Ragtime Era," produced by KRMA-TV and starring Max Morath, after winning friends for N.E.T. affiliates throughout the country, appears on commercial station WOR-TV in New York. "One of the season's more engaging little sleepers . . . Station KRMA-TV, which is operated by School District No. 1 . . . could teach Madison Avenue a thing or two." — Jack Gould, "The New York Times;" "A fascinating and tuneful look back-

ward into our tuneful past." — Ben Gross, "New York Daily News"

N.E.T. opens office in Washington, D.C. headed by David Stewart, former director of the Joint Council on Educational Television.



"Report From Moscow," produced by WGBH-TV, seen on N.E.T. stations and in N.Y., where Jack Gould of "The New York Times" calls it "quite possibly the best job that television has done in examining the intricacies of disarmament and world security."

March

President Kennedy first outlines details of Peace Corps program during Mrs. Eleanor Roosevelt's "Prospects of Mankind," produced by WGBH-TV. "Variety" cites series for "scoring a virtual beat on the rest of the industry in terms of being on the spot for a depth treatment of a major story."

U.S. Senate votes 67 to 13 to authorize \$51,000,000 in Federal grants to the states to help them set up educational television stations.

F.C.C. orders inquiry to determine if New York and Los Angeles can have an educational television station on one of the seven V.H.F. channels in each city.

Managers and program directors of N.E.T. affiliates meet in Milwaukee and approve plans to reserve time three nights each week for outstanding N.E.T. programs.

April

WGBH-TV honored at Ohio State Institute with six awards, more than any station or network in the United States. This includes four awards for programs seen by N.E.T. affiliates:

"The Anatomy of Revolution," "Main Street—Boston," "Parlons Français," and "The Boston Symphony Orchestra."

"Photography—the Incisive Art," produced by KQED for N.E.T. also wins first prize at Ohio State Institute.

WIPM-TV, Channel 3 in Mayaguez, P.R., begins broadcasts as new affiliate.

May

Special Emmy Award given Center by National Academy of Television Arts and Sciences for "foresight and perseverance in promoting the development of educational television in the United States."

Plans for service to expedite exchange of best televised instructional programs among educational television stations and schools announced by Center.



June

First Interetel program, produced by Associated Rediffusion, Ltd. of Great Britain makes U.S. debut. "Vietnam—The Quiet War" called "the best off-network documentary of the season" by "The Boston Globe," "first-rate" by "The New York Times," and "excellent" by "The New York Herald Tribune."

Channel 13 in New York metropolitan area purchased for \$6,200,000 for use as educational station.

KWCS-TV, Channel 18 in Ogden, Utah, licensed to the Weber County Schools, affiliates with N.E.T.

Ken Yourd, one of original members of Center staff, resigns as vice

president for business and legal affairs to remain in Ann Arbor.

Arthur Griffin, former director of public and industrial relations for the New York Trap Rock Corporation of West Nyack, becomes Center vice president for business affairs.

July

Gov. Meyner of New Jersey announces plans to fight sale of Newark, N. J. Channel 13 for use as educational station.

B.F.A. becomes official United States distribution agent for all radio programs of the United Nations Educational, Scientific and Cultural Organization.

August

For the first time, Joint Council on Educational Broadcasting appeals F.C.C. decision on channel reservation, claiming educational television's interests are being supported far more in words than in deeds.

Dr. Frank Baxter of the University of Southern California films special introductory material for "An Age of Kings" at KQED.

September

Prime time programs begin on National Educational Television stations, giving viewers outstanding network documentaries, interviews, and performances each Monday, Wednesday, and Friday.



B.B.C. production of "Antigone" begins on N.E.T. stations. "The New York Post" says the production "should have borne the Royal Seal. It was an excellent, exceptionally articulate production."

N.E.T.'S YEAR IN REVIEW



"Lorentz on Film," produced for N.E.T. by WGBH-TV, begins on network. "Newsweek" comments, "As the late movie critic James Agee wrote about 'Desert Victory,' the Lorentz series is 'so good, and so simply good, that it is hard to do more than urge that you see it.'"

Dr. George D. Stoddard, chancellor and executive vice president of New York University, elected chairman of the Board of Directors of N.E.T.R.C. Ralph Lowell, chairman of the Boston Safe Deposit and Trust Company, becomes the Center's first chairman emeritus.



October

"An Age of Kings" begins on N.E.T. network. Dr. Frank Baxter is guest at reception at WTTW to celebrate Chicago premiere. Preview of series for Chicago critics results in unanimous praise.

Representatives of more than sixty affiliates and stations planning to affiliate meet with Center officials in New York.

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N.E.T.'S YEAR IN REVIEW

(continued from page 7)



First Intertel program by American producers, N.E.T. and Westinghouse Broadcasting Corporation, seen. "Britain: Postscript to Empire" called "first-class" by "The New York Herald Tribune" and "The New York Times."

Washington, D. C. gets first educational station as WETA-TV, Channel 26, begins broadcasts.

WHRO-TV, Channel 15 in Hampton-Norfolk, Virginia, begins broadcasts. The station is licensed to the Hampton Roads Educational Television Association.



"Playwright at Work," with Edward Albee, Lorraine Hansberry and eight other young authors commenting on performances of scenes from their plays, begins on N.E.T. affiliates. "If you have the slightest interest in drama, this is a 'don't miss' series. You'll be thrilled by the interviews and jolted by the dramatic scenes."—Dwight Newton, "The San Francisco Examiner."

KTPS-TV, Channel 62 in Tacoma, Washington, begins broadcasts. The station is licensed to the Tacoma Public Schools.

KCSD-TV, Channel 19 in Kansas

City, Mo., licensed to the Kansas City School District, affiliates with N.E.T.

November

WCBB, Ch. 10 in Augusta, Me., licensed to three colleges, Colby, Bates, and Bowdoin, begins broadcasts.

WSIU-TV, Channel 8 in Carbondale, Illinois, licensed to Southern Illinois University, begins broadcasts.

A review of daily newspapers from seven Latin American nations is brought to radio audiences through new weekly series produced by the Broadcasting Foundation of America.

December

Gov. Meyner announces withdrawal of objections to sale of Ch. 13, clearing way for opening of N.E.T. affiliate in New York metropolitan area.

WXGA-TV, Ch. 8 in Waycross, Ga., licensed to state Department of Education, begins broadcasts, making N.E.T. a fifty-eight-station network as year ends.

B.F.A. ends year in which it supplied programs to 235 radio stations in forty-six states, an increase of 68 stations over previous year. One hour or more each week of B.F.A. spoken word programs, prepared in English by overseas broadcasters, are now broadcast by 136 stations in the U.S.

FAMILY FACTS

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the University of Arizona's Radio-Television Bureau, has been awarded a \$2,500 prize in an international competition to find the three best films on Greece. His 25-minute color, sound film, made at his own expense during a 1960 summer visit to Greece, won the top award in a contest sponsored by the National Tourist Agency of Greece. Robert Baksa, a graduate of the University of Arizona, wrote the narration for the film.

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Dr. Charles H. Boehm, superintendent of Public Instruction for the State of Pennsylvania, has been elected to the Board of Directors of WQED in Pittsburgh.

Indonesian Studies N.E.T. Operations

To aid in the development of an educational television service in the Republic of Indonesia, Lee Franks, N.E.T.R.C.'s assistant director of station relations, recently escorted an Indonesian official on a six-week tour of N.E.T. stations.

Grant by Foundation

The Rockefeller Foundation made \$8,900 available to the Center to enable the director of the Indonesian State Film Company, R. M. Soetarto, to visit educational television centers in the United States and Canada. Mr. Soetarto also visited film producers and educational institutions using television in their classrooms during his stay.

He examined facilities and techniques at KQED in San Francisco, WTTW in Chicago, WETV in Atlanta, WUFT in Gainesville, Florida, and the N.E.T. distribution center in Ann Arbor. He also visited the Center office in Washington D.C. to consult with N.E.T. engineering consultant, Cy Braum.

NEW BOOK GIVES VIEWS OF SHUSTER OF BOARD

George N. Shuster, assistant to the President of the University of Notre Dame, and member of the N.E.T.R.C. Board, has written "The Ground I Walked On." The 256-page volume of recollections and reflections, published by Farrar, Straus and Cudahy, is an informal autobiography of the former president of Hunter College, editor of "The Commonweal," and planner of UNESCO.

Pope John XXIII told 250 delegates from sixty-eight countries assembled in Rome for the first World ETV and Radio Congress that St. Ambrose, a fourth century Roman bishop who instructed St. Augustine, had been named patron saint of ETV. The Pope said ETV has a mission to help "eliminate the scourge of illiteracy." N.E.T.R.C. was represented by President John F. White and Basil Thornton, director of the International Division.

Warm Feeling for Boston's WGBH Lingers Long After Fire Ruins Building, Equipment

By Helen Peters

WGBH Publicity Director

The big story of Boston's \$1,500,000 fire, which completely destroyed the WGBH studio and everything in it on October 14, is not the disaster itself.

The story is in what the general public apparently thinks of educational broadcasting.

WGBH General Manager Hartford N. Gunn, Jr., and Assistant General Manager David O. Ives, who is in charge of fund raising and community relations, are both conservative and realistic.

Inspiring Response

And yet, they agree that the response to WGBH's appeal for funds to rebuild has been "inspiring."

"We have been told of spontaneous WGBH benefit projects—many originated by school children—going on in nearly every city or town in our viewing area, and there are even a number in Rhode Island, New Hampshire and Vermont. I don't need to add how encouraging this is to WGBH," Ives said. "Of course, a great deal more is needed, much more than can possibly come from family budgets," he added. "But we are going to every foundation and company we can reach for the help we must have if we are to get into a permanent home of our own—the first WGBH will ever have had."

Many Contributors

Eight weeks after the fire, volunteers had recorded \$550,000 in contributions, the bulk of it from private individuals in amounts as small as a few pennies. Approximately \$200,000 has come in major gifts from foundations, companies and individuals—the rest from more than 12,000 people, and new names are being added at the rate of 200 a day.

One of the largest gifts was one of \$125,000 by The Twentieth Century Fund. August Heckscher, director of the fund, said, "The trustees were greatly impressed by the support shown by the community in the wake of the



FIRE AT WGBH-TV left Boston educational broadcasters homeless, but station continues on air through ingenious use of donated facilities.

recent fire."

Both Gunn and Ives pointed to the outstanding support by all three of Boston's commercial stations, WBZ-TV, WNAC-TV, and WHDH-TV, who cooperatively helped keep WGBH's television programs on the air with a gap of only twenty-four hours, and who have continued to aid by lending facilities and equipment. WHDH, the local C.B.S. affiliate, has made a special studio available for

WGBH's N.E.T. productions for many months. C.B.S. itself has contributed \$35,000 worth of cameras and related equipment, and its president, Dr. Frank Stanton, wired that it was for "one of America's most distinguished educational television stations."

WGBH has high hopes that, because of the response from the entire community it will be in its own building by the end of 1962.

STORIES OF INTEREST IN NATIONAL MAGAZINES

The February issue of "Parents" will contain an article by F.C.C. Commissioner Newton Minow, "Is TV Cheating Our Children?" Mr. Minow says, "Television has become a 'fourth force' in our youngsters' lives, along with home, school and church. He also says, "There are too few educational stations."

Lead Editorial on ETV

The lead editorial in the communications supplement of the January 13 issue of "Saturday Review" is a searching look at educational television. "1962: Can Educational TV Turn the Corner?" is written by Richard

L. Tobin, managing editor of the magazine.

"Pageant" plans for its January issue "How Public Are Public Schools?" a story on why many of America's cities are denying to millions of children their right to a good education.

The January issue of "Better Homes & Gardens" features an article backing the Citizen's Scholarship Foundation, sometimes called the Fall River Plan. Details of the program which would set up a scholarship program based on a contribution of one dollar by each citizen in the community can be obtained from Department CSF, Better Homes & Gardens, Des Moines 3, Iowa.

Two Series Show Role Of New Utilization Unit

The Department of Utilization was established early this year under a grant of \$200,000 from the Fund for Adult Education to work with N.E.T. affiliates and adult education groups in their cities to develop network programs for use in systematic study and discussion programs.

To bring N.E.T. News readers up to date on this unique segment of the broadcasting industry, the director of the Department of Utilization, Henry Alter, was asked for a review of the highlights of the first year's activity.

In this first year, the Department of Utilization concentrated much of its activities on "An Age of Kings," the B.B.C. series based on Shakespeare's historical plays. N.E.T. purchased the programs to serve as the core of its Friday evening dramatic programs.

The filmed dramas were studied by Mr. Alter to see how a utilization campaign might be built around the finished television programs.

Special Approach Sought

As a result, three basic publications were prepared.

A paperback book offers the full text of the series exactly as it is performed on the screen. A study guide, done expressly for N.E.T. enables individuals and groups, with and without teachers, to delve deeply into the plays themselves, their style, and the historical period. Nor are these materials simply mailed out at random; many institutions have developed programs around them and the television series.

To call attention to the series, the Humble Oil & Refining Company, which has underwritten the N.E.T. broadcast of "An Age of Kings," is printing and distributing free more than 250,000 booklets of twenty-eight pages.

A number of university bookstores have had window displays tied in with "An Age of Kings."

Three examples of how the adult education groups are using the tele-

vision series:

In San Francisco, a large lecture class meets weekly the day after the broadcasts to hear a lecture for which teachers of English receive credit.

An adult education class at the University of Miami shows the series in an auditorium with large screen facilities on alternate weeks, following each showing with a brief lecture. On the remainder of the broadcast evenings, the students watch at home and use the study guide and the texts.

The University of Utah plans discussion groups throughout the viewing area, some with and some without instructors. Countless schools have acquired the study guides and the texts for their Shakespeare courses.

At present, the first television series with adult education aspects built into each program occupies the time of the Department of Utilization. The series, "Great Decisions—1962," constitutes the first use of a national television network to help stimulate discussion fostered by the annual program of the Foreign Policy Association—World Affairs Institute.

Each program will bring viewers the incisive comments of widely-travelled newsman Howard K. Smith, former director of the Washington Bureau of C.B.S. News, and an unusual series of dramatized illustrations.

For example, the problems facing Brazil might be illustrated by having actors portraying a Brazilian worker, an army officer, and a revolutionary give their views.

The eight television programs are expected to help bring into even sharper focus the issues that will be discussed by groups from coast to coast.

In addition to these activities, the Department of Utilization moves on a broad front to make the vast field of adult education more aware of educational television. A new section is being formed within the Adult Education Association, devoted entirely to educational broadcasting and how it



BOOK CENTER at the University of Pittsburgh has display in conjunction with "An Age of Kings" on WQED.

can serve adult education. Similar efforts are under way with the National University Extension Association, many publishers, and others who have a stake in educational television.

The Department of Utilization is interested in hearing from and working with members of national and local chapters of any organization wishing to further adult education through television.

WTTW IN CHICAGO ON AIR SIX DAYS

WTTW in Chicago is beginning broadcasts each Sunday at 5 p.m., adding five hours to its cultural and educational telecasting week.

In announcing the new schedule, Chalmers Marquis, director of programming for WTTW, stated, "Sunday programming, we feel, offers us a good opportunity to add to the cultural and educational programming in Chicago and to increase the percentage of adult programs in our schedule."

The Sunday lineup will include "An Age of Kings," "The Ragtime Era," and "Sunday Evening Club," a live telecast of the weekly civic affairs series direct from Orchestra Hall.

F.C.C. Establishes New ETV Section With Utah's Engar

Dr. Hyman Goldin of the F.C.C. has been named head of the Research and Education Division of the Commission. The division has been established to work with those involved in educational broadcasting.

Dr. Keith Engar, director of radio-television services at the University of Utah and general manager of N.E.T. affiliate KUED-TV in Salt Lake City, has taken a six-month leave of absence to join Dr. Goldin's staff.

Dr. Engar, born in Preston, Idaho in 1923, began his career in broadcasting at station KSL in Salt Lake City in 1939. During World War II he was in the Army Air Force in the Pacific Theater of Operations. He received his B.A. and M.A. degrees from the University of Utah in 1946 and 1947 and his Ph. D. from the University of Minnesota in 1951. He has been on the faculty of the University of Utah since 1951.

On November 27 and 28, Dr. Goldin and James O. Juntilla, assistant to the chief of the Broadcast Bureau, conferred in New York with officers of the Center and members of the N.E.T. affiliates committee.

U.H.F. Television To Get Full Test

The F.C.C.'s \$2,000,000 experiment to test ultra high frequency television in New York began November 29 when WUHF, Ch. 31 began broadcasts.

The test is expected to show what U.H.F. can do under the difficult conditions posed for transmission of a U.H.F. signal by New York's tall buildings. During the coming year, tests will be made of reception in more than 1,000 locations. Results are expected to have much to do with determining how extensively the U.H.F. band is used in the future.

Operations began when F.C.C. Chairman Newton Minow pushed a button in the Empire State Building transmitter room. F.C.C. Commissioner

OPEN HOUSE ATTRACTS HUNDREDS



VISITORS TO WMSB in East Lansing, Mich. meet their favorite personalities during the station's Open House. Carl J. Wilkie, traffic manager and continuity supervisor, explains the workings of the National Educational Television network to interested viewers.

The constancy of public fascination for the broadcasting medium came through again when the entire WMSB-TV staff played "Open House" hosts on Sunday, November 5 in the station's Michigan State University campus studios in East Lansing, Michigan.

All studio doors, plus the new broadcasting mobile unit, were opened to Channel 10 viewers as hundreds looked behind-the-screen into the heart of educational television.

Children Fascinated

Televewing youngsters coming to see props and personalities loved on morning's "Land of Play" and "Classroom 10" were dazed, delighted and amazed to be on-camera when WMSB cameramen turned the lens on them.

Lectures and guides explained the way; tours followed the intricate con-

tours of television production; specially constructed displays colorfully portrayed National Educational Television programs. Each in its familiar setting, popular local programs "Teen Center," "Culver's Clubhouse," "Trends and Views," "News and Sports" were illuminated under studio klieg-lights with their performing personalities. Wide open, too, and special fun for viewers was that inner sanctum—master control.

WMSB served refreshments and was refreshed in return. When viewers turn out on a Sunday evening, twelve hundred plus, to express such interest in educational television, a conscientious station is aware that high-quality fare is more than a pleasure to produce—there's somebody out there watching.

Cochran, Scourby in Series

Two men familiar to viewers of commercial television will take part in coming N.E.T. programs. Ron Cochran, formerly with C.B.S. News narrates "Great Decisions—1962" and Alexander Scourby, narrator of many NBC "Project 20" productions is host for "You and Your Doctor."

Robert E. Lee, one of the strongest proponents of much wider use of the U.H.F. band, said New York City was planning to convert master distribution systems in its apartment projects, has already appropriated funds to convert all police stations and half its schools. He predicted that 100,000 U.H.F. conversions would be made in the New York area within a year.

KVIE Gets Praise, Viewers For Airing Entire Hearing



HIGHWAY COMMISSION hearings on route of proposed freeway are covered by Sacramento educational station.

Live, remote coverage of a California Highway Commission hearing on the route of a proposed freeway through downtown Sacramento was the subject of a full day's broadcasting by KVIE in mid-December.

KVIE began its pickup when the hearing began — at 10:00 a.m. — and carried it to conclusion at 7:30 p.m. Then the station immediately began a rebroadcast of the entire proceeding by videotape. The rebroadcast ran until after 4:00 a.m., and the station was receiving laudatory phone calls until the bitter end.

The freeway controversy, briskly fanned by the local press, concerns a routing which would pass through downtown Sacramento within a few blocks of California's Capitol, in the process requiring the demolition or removal of 15 historic buildings.

As a result of the hearing, KVIE won a special commendation from the Highway Commission for its complete but unobtrusive coverage.

Only available room light was used in the pickup. One camera was below and to one side of the commissioners. The other was completely out of sight, shooting through the port of a projection booth at the rear of the meeting room. Audio was from the hearing room's sound system, and so no additional microphones were evident. Con-

trol equipment and announcing facilities were in an adjacent room.

The remote situation was made more than usually complex by the fact that the hearing room is in the basement of the state's Public Works Building, requiring a cable link up an elevator shaft to microwave gear on the roof. And the location of the building precluded a one-hop microwave path to the KVIE studio, requiring a jump directly to the transmitter, 35 miles from downtown Sacramento.

Television sets were brought into the hearing area to allow overflow crowds to watch the proceedings, and television dealers reported a run on rentals of portable sets by merchants who followed the proceedings at their businesses.

The outstanding coverage received official recognition through commendations from Governor Edmund Brown, the California Highway Commission, and the Sacramento City Council.

The Governor enclosed a personal contribution toward the station's operating fund writing, "I am enclosing an expression of my thanks for the magnificent job you did in televising the Sacramento freeway hearing. You have held to a high standard in all of your programs, but I believe you topped your own record.

FORMER G.E. HEAD PHILIP D. REED NAMED TO BOARD

Philip D. Reed, retired chairman of the board of the General Electric Company, has been named a member of the Board of Directors of the National Educational Television and Radio Center.

Mr. Reed, who joined General Electric in 1926, was chairman of its board from 1940 to 1942 and again from 1945 to 1958. During the war years 1942 - 1945 he served successfully as chief of the War Production



Philip D. Reed

Board's Bureau of Industries and chief of the U. S. Mission for Economic Affairs in London, with the rank of Minister. In 1945 also, Mr. Reed was a consultant to the U. S. Delegation at the San Francisco Conference on World Organization.

Since that time he has been an officer or member of various federal government committees and councils. From 1948 to 1952 he was U. S. chairman of the Anglo-American Council on Productivity, a Marshall Plan organization.

Mr. Reed received a bachelor of science degree in electrical engineering from the University of Wisconsin in 1921 and a bachelor of laws cum laude from Fordham University in 1924.

Chairman of the Board of the Federal Reserve Bank of New York and a director of ten companies and corporations, Mr. Reed also has been or is now active in such organizations as the Metropolitan Opera Association, the Carnegie Endowment for International Peace, the Fund for the Advancement of Education, the International Chamber of Commerce, the Committee for Economic Development, the Samuel H. Kress Foundation, and the Committee on University and World Affairs.

Listeners, Viewers Learn Overseas Affairs

B.F.A. GIVES NEWS OF LATIN AMERICA

Editorial comments from Latin American newspapers are reaching North American radio audiences regularly for the first time through a 15-minute radio program compiled, produced, and distributed by the Broadcasting Foundation of America, the International Division of N.E.T.

Opinion from Argentina, Uruguay, Cuba, Mexico, Chile, Peru and Brazil is heard.

The B.F.A. also supplied radio stations with a news series, "Flashback '61," which contains a review of the significant events of the year as selected by foreign broadcasters. The programs include accounts of the Ken-

nedy-Khrushchev meeting from Austria, the conference on African affairs from Nigeria, and the royal wedding in Stockholm from Sweden.

FOREIGN TEACHERS SEEN ON WHA-TV

Foreign educators, visiting the University of Wisconsin campus under the auspices of the International Teacher Development program, are exchanging viewpoints on their educational systems in a series of programs on WHA-TV in Madison.

The educational systems of eight countries are being examined, with H. B. McCarty, Director of WHA-TV and the Wisconsin State Broadcasting Service, acting as the moderator for the series. Visiting delegates discuss

the educational philosophy and objective of the country; organization, administration and financing of the system; scope of formal or informal educational opportunities; methods and techniques of instruction; and educational problems.

Professors on Program

John J. Goldgruber, Associate Professor of Education, University of Wisconsin, and Principal of Wisconsin High School, and Clifford S. Liddle, Professor of Education, University of Wisconsin, help to compare the U. S. educational system to the system of the subject country.

The eight countries being examined are India, Burma, Ghana, Kenya, Pakistan, Haiti, Australia, and Tanganyika.

STATIONS IN ACTION

(Continued from page 3)

liberal arts at Babson Institute, Dr. John S. Gibson.

* * *

Life in Alabama's Kilby Prison was brought to the state's home screens by the Alabama ETV Network. The warden, Martin Wiman, was interviewed and exhibited some of the weapons secretly made by the prisoners. Wiman explained how the staff tries to prevent hardened long-timers from ruining the opportunity to correct a prisoner with a short sentence.

* * *

During the football season, WTTW in Chicago broadcast a half hour of filmed highlights of games played the previous week in the Big Ten Conference.

* * *

KETC in St. Louis broadcasts the historical series, "You Are There," and believes it is the first non-commercial station to do so. The series was purchased from C.B.S. Films and is aired on the anniversary of the historic event, once in the afternoon for students, and once in the evening for adult viewers.

The sixty-five programs were underwritten on KETC by the St. Louis Public Library, which purchased the

films from C.B.S. Films. Each program is promoted by newspaper ads and at the twenty-three libraries of the St. Louis system. During the program, the station uses the breaks on which commercials normally are aired to point out books pertinent to that evening's program. Other breaks discuss current exhibits and recent publications.

* * *

WNED-TV in Buffalo is producing six television series for distribution to the rest of the state. A contract for \$100,500 was awarded to the station by the New York State Education Department.

The six videotape series are:

Thirty programs on modern mathematics for junior high school teachers.

Twenty-six programs on beginning typing.

Twenty-six programs tracing the history of motion pictures.

Thirteen programs on Communist China.

Thirteen programs on design and art.

Thirteen programs on the folk history of the Erie Canal and the Mohawk Valley.

* * *

The Daily News of Philadelphia, WHYY-TV, and outstanding students last fall cooperated to foster interest in

science among 250,000 students who receive televised teaching.

The newspaper carried articles outlining the lives and careers of twenty-five great men of science from Thales of Miletus to Enrico Fermi. The schools selected outstanding students to read the Daily News stories before the cameras of WHYY-TV. The videotaped programs were seen on the air the same day that the article appeared in the newspaper.

The program was carried just following the regular high school science program. The newspaper publicized the television series as well as the outstanding students selected for the reading.

* * *

"Henner's Birthday," produced by WQED in connection with the Pennsylvania Historical and Museum Commission, takes place in an old white farmhouse-museum in the Pennsylvania Dutch country near Lancaster, Pa. The special filmed program used some of the 250,000 items in ten buildings to show a day in the life of a Pennsylvania Dutch boy in the last century. The boy visits the country store, the blacksmith shop, his mother's kitchen and the room where his grandmother is spinning, revealing much about life on a Pennsylvania farm in the nineteenth century.

'College News Conference' Visits Stations

For four N.E.T. affiliates, "College News Conference" has meant more than the airing of a weekly half-hour program on which prominent persons are interviewed by outstanding college students.

The added benefits for the four stations resulted when programs for the series were videotaped through their facilities. The four programs were produced through the combined efforts of personnel of the stations and the "College News Conference" unit, headed by Ruth Hagy, producer and moderator of the series for N.E.T.

Nine Other Programs

Nine other programs were videotaped in New York and Washington.

The four stations which recorded programs in the series were WTTW in Chicago, where Secretary of Labor Arthur Goldberg was interviewed; WGTV in Athens, Ga.; with Sen. Richard Russell; KQED in San Francisco with Glenn Seaborg, the chairman of the Atomic Energy Commission and a member of the N.E.T.R.C. Board; and KUAT in Tucson, with Sen. Barry Goldwater.



WTTW IN CHICAGO was the setting for questioning of Secretary of Labor Goldberg.

Don Hillman, executive producer of public affairs programs for N.E.T., who supervised production at three of the four recordings, reported, "The program provided another opportunity for prominent persons to become familiar with the outstanding work being done by educational stations in their areas. In addition, the interest aroused

by the selection of leading local college students focused attention on the station. Finally, at the recording itself, many students in the studio audience gained their first knowledge of what operations at their local educational stations were like, and expressed interest in knowing more about the station's workings."



KQED IN SAN FRANCISCO was host to Dr. Glenn Seaborg, chairman of the Atomic Energy Commission.



KUAT IN TUCSON sent a remote crew to the campus of the University of Arizona for its program with Sen. Barry Goldwater.

COMING FOR N.E.T. VIEWERS



"Heritage: Edward Steichen" is a four-program series which presents both the great photographer himself and a number of his famous works. In a relaxed and informal manner, one of America's greatest masters of the camera here discusses his life, his philosophical commitment to photography, and his views on the past and the future of photography. Shots of the warm conversations, which reveal the extraordinary expressiveness of Steichen's face, are punctuated with close-ups of photographs from his much-admired collection, "The Family of Man." The series was produced by WQED.

"Grassroots" is a vivid documentation of a typical small southern town in the United States. It is a farmer hard at work, children in a classroom, a high school basketball team practicing. It is an exquisite sunset, a pool hall, the church choir, the meeting of a woman's book club, young people at a dance. "Grassroots," produced for N.E.T. and the B.B.C. by Denis Mitchell, is an altogether fascinating examination of life in Princeton, a Kentucky town of approximately 5,500 people.

"Ed and Frank" is another distinctive documentary produced for N.E.T. and the B.B.C. by Denis Mitchell. Here, Mr. Mitchell and his

cameras manage to creep into the privacy of the lives of two Chicago men—Frank, a salesman, and Ed, an artist who lost one arm fighting in the Spanish Civil War. With short effective scenes of each one's daily activities, the film slips back and forth between the two men. Viewers see Frank's suburban home, examine his daily routine, and listen to his personal philosophy. Ed is visited in his small apartment. Some of his paintings are examined, and events in Spain are detailed.



"Don't Label Me" is an absorbing study of Prime Minister Cheddi Jagan, his people, and their revealing part of the Latin American complex—British Guiana. The most thorough interview of the dynamic Prime Minister ever seen in this country highlights the documentary, the fourth produced by the International Television Federation (Intertel). Films illustrate the daily activities and living conditions of the people of British Guiana. Talks with other political leaders bring audiences close to the problems of the struggling nation. The program was produced for Intertel by the Canadian Broadcasting Corporation.



"Face to Face" is a series of six penetrating interviews of world famous personalities, two of them—Dr. Carl Jung and Augustus John (above)—only recently died. In each absorbing half-hour program, interviewer John Freeman brings to viewers separate pictures of Dr. Jung, often called the father of modern psychology; Dame Edith Sitwell, poetess and critic; Lord Birkett, renowned British criminal lawyer; Augustus John, one of Britain's most eminent and colorful painters during his lifetime; Henry Moore, celebrated British sculptor; and Dr. Otto Klemperer, one of the world's great conductors. The B.B.C. produced the series.

Six programs will document the work being done at land-grant universities on four continents, but most especially at the sixty-eight in this nation. The series commemorates the centennial of the Morrill Act, which established a nationwide system of land-grant colleges and universities. Each documentary is being produced at separate land-grant schools in the United States. The programs will concern the concept and the history of land-grant universities, their present educational status, their effect on the local community, the opportunities they present for women, the scope of their research activities, and land-grant universities in other nations.

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Ribicoff Comments On Lack Of ETV

Secretary of Health, Education and Welfare Abraham Ribicoff told twenty presidents of colleges and universities in the Los Angeles area last November that he was surprised that Los Angeles lacked an educational station.

He pointed out that at the start of the 1960-61 academic year more than three million students were receiving part of their daily instruction by television and an equal number were receiving educational programs on television which were not integrated lesson portions.

He also said there is a large audience for programs of cultural significance in the evening.

Mr. Ribicoff said, "I would have thought Los Angeles, with the talent to enrich the city's cultural fare, would have been first. I cannot believe Los Angeles would lag."

N. Y. STATION

(Continued from page 1)

observers in the television industry to announce the failure of the attempts to buy the station for \$6,200,000 for ETV.

One weekend early in December, one of the darkest periods for ETV was turned into one of the brightest, largely through the mediation of two men. One was Norman Cousins, editor of "Saturday Review," a member of the N.E.T.R.C. Board of Directors, and friend of Governor Meyner. The other was Tedson Meyers, administra-

CHILD'S TV VIEWING CAN BE GUIDED

Richard Burdick, manager, WHYY-TV, the educational television station in Philadelphia, in an article in the December 16 issue of "TV Guide," answers a question that has been plaguing many parents.

The question? "What can parents do to guide and control their children's TV viewing habits?"

"The plan utilizes 'TV Guide,' " Burdick writes, "and a simple, mimeographed form with columns for channel numbers, program titles, dates, times and critical comments. Each Saturday Bruce, 13, and Dorene, 12, sit down with their sheets and the current copy of 'TV Guide' and fill out their program selections for the coming week. They are allowed one

tive assistant to F.C.C. Chairman Newton Minow, who was notified of the possibility of compromise at 9:30 Friday evening while he was hanging wallpaper. Both attended a weekend meeting at the Governor's mansion which resulted in an agreement.

An educational station in the New York City area will expand enormously the potential audience of the non-commercial network. With such a station, N.E.T. programming will originate in a steady flow from the museums, theaters, and educational and cultural institutions of the vast metropolitan region.

Thus, acquisition of Channel 13 will be a major step not only for residents of New York, New Jersey, and Connecticut, but also for viewers of N.E.T. affiliates across the country.

hour per day, plus an occasional special of particular merit or appeal. There can be one cowboy show weekly; no crime shows; no shows which make a point of cruelty; no watching until homework has been completed; no watching later than one-half hour before bedtime and no meals in front of the TV set."

Burdick continued, "Opinions may differ as to the adequacy of this allotment; the important thing is that, whatever the decision, it result from adult judgment, not adolescent whim or wheedle."

He pointed out that the system has shown marked progress in developing a critical sense in the children.

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